

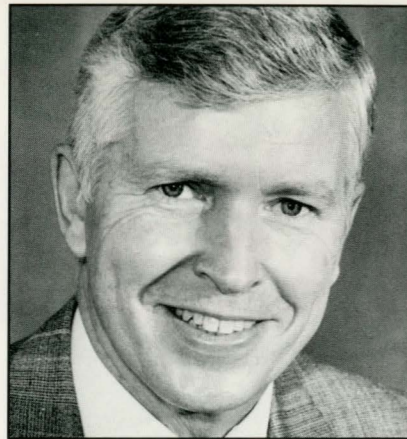
Brock University

Autumn 1989

SURGITTE!



25th Anniversary
Issue
1964 - 1989



President's Message

The story has been told many times over, but each rendition is as impressive as the last. It's the story of Brock University and of a committed and dedicated community determined to gain accessibility to university education within the region. Starting from scratch, the Founding Members—those such as D.G. (Bud) Willmot, Arthur Schmon and the Allanburg Women's Institute—lobbied for and obtained a university charter, plus provincial and municipal funding, as well as substantial contributions from corporations and individuals.

Higher education was the priority and the beginnings were humble. The initial students began learning in a church basement on St. Paul Street in St. Catharines. The site then shifted to the former premises of the Frozenaire plant. Before long, the University moved to its present and engaging location on top of the Niagara Escarpment.

Now, 10,000 full-and part-time students take classes here every year. Many others come to the Brock Centre for the Arts and to the Eleanor Misener Aquatic Centre. The University makes a major impact of more than \$ 100 million annually. Canadian and international students are active consumers purchasing Niagara's goods and services while the University is a major employer.

Besides contributing to the economic health of the region, Brock University provides the commu-

nity with access to specialized expertise. Faculty members are often called on by the media or individuals for information in their fields of specialty, whether it is on matters relating to the environment or child psychology. Many professors also volunteer their time to speak to groups and prospective students.

At 25 years, Brock is no longer a small university by Canadian standards. Still, it is perceived as possessing the positive qualities associated with a small institution: personal attention and a friendly atmosphere. Many of our alumni remember these qualities as they recount their student days. Their positive experiences coupled with their ongoing professional and personal achievements signal the success of Brock's first 25 years.

With thoughtful planning, a firm sense of mission, and a commitment to the principles that have built Brock University, our next 25 years will prove to be equally challenging, exciting and successful.

Terrence H. White, PhD
President



25th Anniversary Issue

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Brock University

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Board of Trustees**
Allan Orr

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The front and back cover pictures are courtesy of *The Standard*.

Your comments are welcome.

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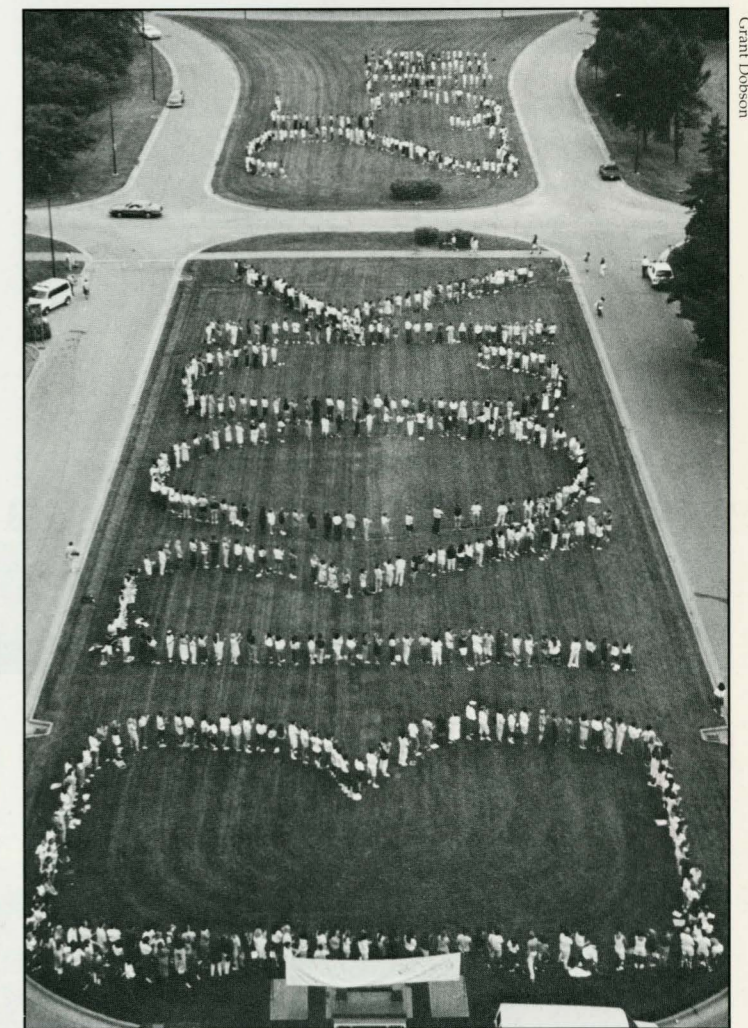
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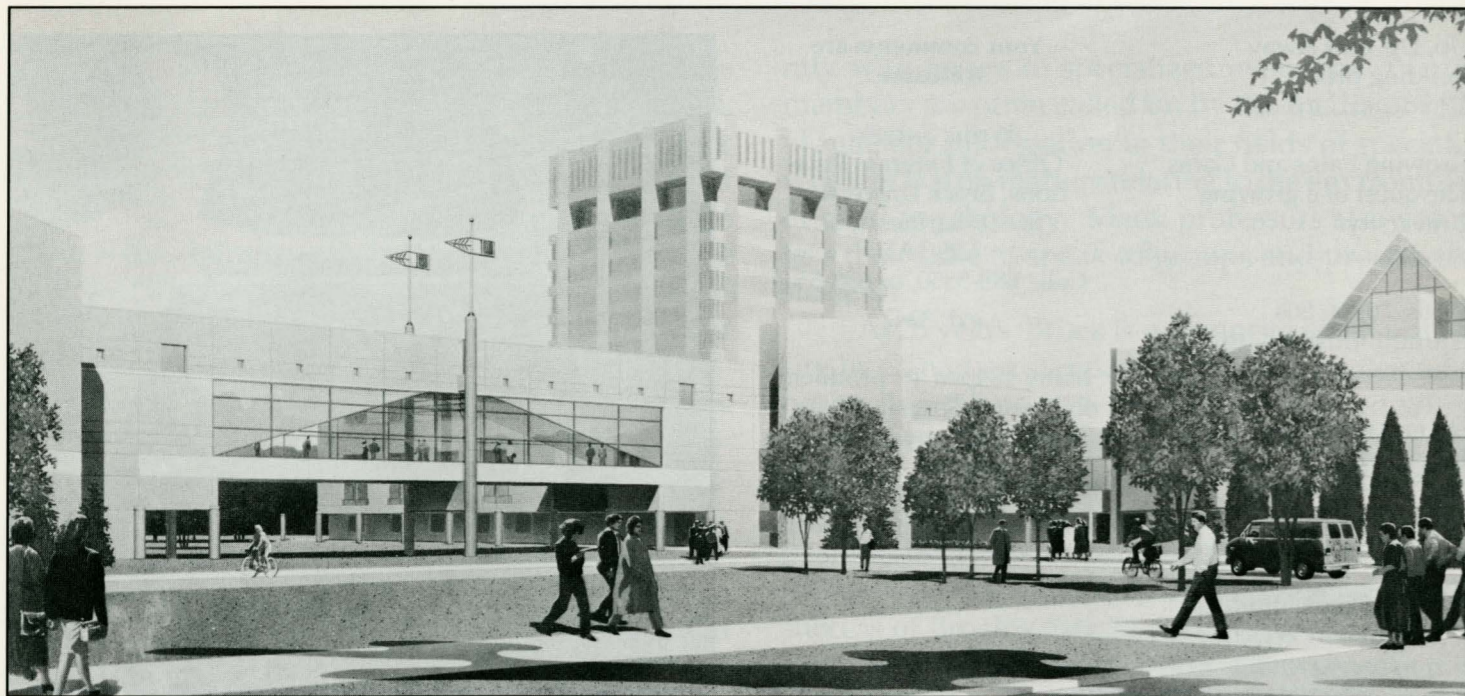


September 1989

Grant Dobson



Up, Up and Away The Buildings of Brock Rise



Artist's drawing of the new Taro Building and walkway to the Student Centre.

The simple bulldozer has become a reassuring sight on the campus of Brock University. It's a sign of the up-and-coming, the soon-to-be occupied, and of a university in the continual motion of development. As 10,000 full- and part-time students swell Brock's campus, the earth is moving to prepare for the Taro Building and the Student Centre. The 360-bed Student Village stands recently completed.

The main business of the University, it can be argued, takes place energetically but discretely in the mind, while the discernable University is showcased by its buildings and location. Many students list the University's site as an attraction. But, in the early 60s the location of the University was a contentious issue in the Niagara region with most communities vying for the new school. When the City of St. Catharines offered a \$400,000 grant, the founders chose the current site at the southern most border of

St. Catharines atop the Niagara Escarpment. Through Brock's 25 years, three architectural firms have been the main designers of the University—UPACE and Moriyama & Teshima of Toronto, and Flemming and Baker of St. Catharines. Most recently, Moriyama is undertaking the design of the Taro Building and Student Centre and Flemming has designed the Student Village residence.

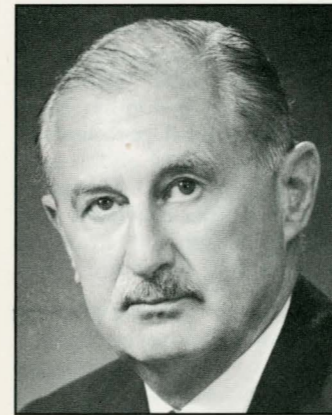
The first and largest campus building—the Schmon Tower—was designed by UPACE, a Toronto-based con-

sortium of university planners and architects. Occupied in 1967, the 13-story limestone tower is easily visible across the peninsula. The presidential offices are on the top floor while the Library and other academic and administrative departments are housed below.

The tower is named for the late Arthur Schmon, former chairman and CEO of Ontario Paper Ltd., and chairman of the Brock University Founding Committee. Born in Newark, N.J. in 1895, and educated at Princeton University, Schmon

was a dominant personality in the Niagara community and involved in all major fundraising campaigns. During WWI he served with Robert McCormick, editor and publisher of *The Chicago Tribune* (owners of Ontario Paper Ltd.) who hired Schmon as woodlands manager for the Quebec north shore operation.

Schmon, however, moved on to spend most of his life in the Niagara region and held Canadian citizenship. His first wife, Eleanore, died in 1963. After years of serving Niagara, he died in Chicago in 1964 of lung cancer in his first year of marriage to Mrs. Chesser Campbell, widow of the former



Arthur Schmon

publisher of the *Tribune*. Schmon had two sons; Richard was killed while serving with the US Army in France in 1944 and Robert was killed in a car accident after serving as president of the Ontario Paper Company. There are two surviving grandsons.

Wrapping around the tower is the Thistle Complex opened in 1969. Its name was born in a desire for simplicity. According to then president James Gibson, there existed about 500 separate blueprints each bearing the unwieldy name "theatres, lecture halls and associated facilities." "I got a bit cheesed off and said 'henceforth this will be called the Thistle Complex.' It was not an acronym, there was no particular reason for calling it that," Gibson said recently.

The College of Education (now Faculty of Education) and DeCew Residences—all designed by the firm of Flemming and Secord—(now Flemming and Baker) were built in 1970.

Named for Captain John DeCew, the 400-bed DeCew residences of three-split levels were made of precast concrete for rapid progress of work. "The interior finishes are rugged and simple, exposed concrete and exposed scaly tile form the majority of the walls," wrote the 1970 *Commercial News and Building* newspaper. DeCew was an American-born loyalist and a Canadian militia officer in the War of 1812. He was captured and escaped with a broken foot from the infamous Philadelphia prison—the "Invincible"—to rejoin his regiment for the duration of the war. Since then, thousands of students have called DeCew home. But the future site of happy memories for many became a place of tragedy for one family. James Kennedy, a 28-year-old architect, slipped from the lower rung of a ladder and died from a concussion in 1969. He left behind a wife and baby daughter, Jennifer. She graduated from Brock last spring with a degree in psychology.

Sitting picturesquely on the perch of the escarpment is what many consider to be Brock's prettiest building—Alphie's Trough, which with its wood exterior and interior resembles a ski chalet. Architect Dave Flemming recalls then President Alan Earp stipulating that no trees be damaged in the process, and, in fact, few were removed. Flemming says it's fortuitous that it was '71 because



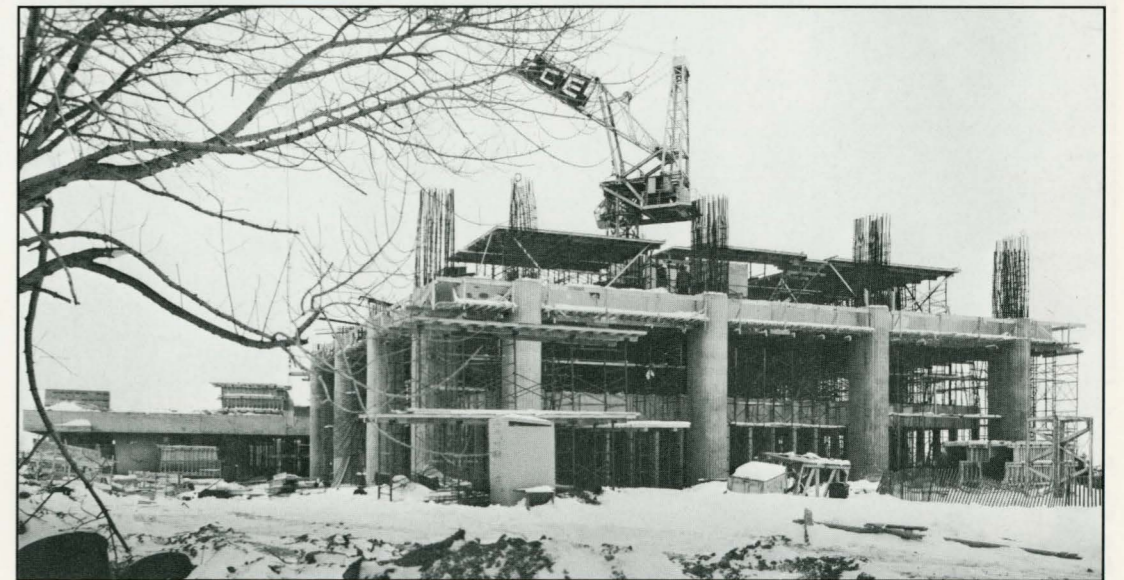
President Terry White turns the sod for the Student Village in '89.

legislation now heavily restricts building on the escarpment. Originally it was called the Student Centre but a pub-like format gave way to the name "Alphie's Trough" to commemorate General Brock's horse, Alfred.

Flemming says if he could have his way the whole campus would be turned to face the escarpment to the north (instead of to the south as its entrance does now) to make better use of the view. The escarpment theme was strong in the design of the Mackenzie

Chown Complex (after Mac Chown, Board member and mayor of St. Catharines) says architect Anson Finlay of Moriyama and Teshima. His firm picked up the escarpment theme through the rolling landscape and small courtyards in between the pods, and of course through the beauty of Pond Inlet and its falls. Raymond Moriyama was awarded an honorary doctorate for his contribution to the campus development.

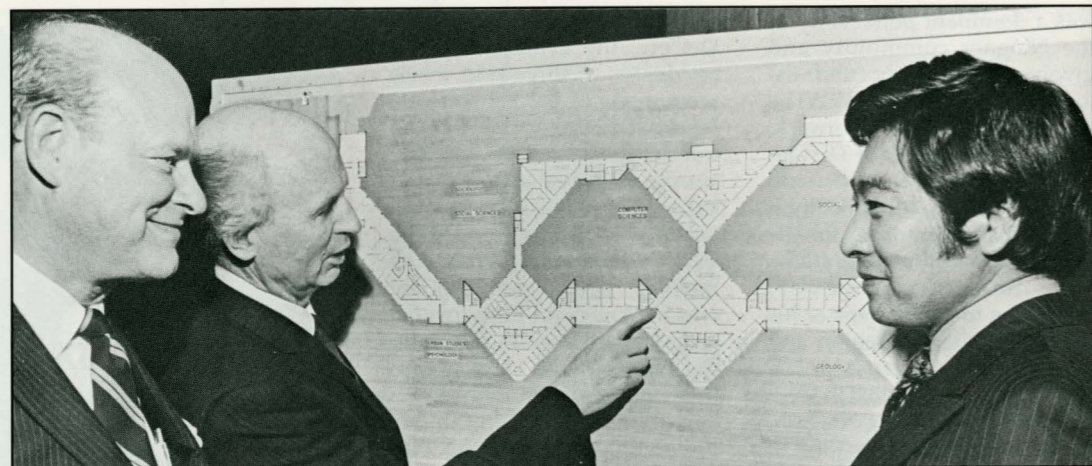
Finlay is now involved in the \$8.5 million Taro Building (named for Taro Properties Inc.



February 1966. The Schmon Tower in its skeletal stages.

which donated \$1 million to the building campaign) and the adjoining Student Centre which will blend designs. The challenge, he says, is to balance "the dream versus the reality." The reality being heavy usage and the limited funds of a university. Both buildings will continue the flow of textured masonry concrete with punch windows and be located in a central and major traffic area.

In keeping up with student trends, Finlay has noticed the penchant of students for video entertainment for relaxation. He is currently working with the student's union to best incorporate viewing screens in the Student Centre. A \$200,000 "Buy a Brick" alumni campaign is underway and the building should open in 1991. The pub will be moved to the Student Centre and proposals are being developed for Alphié's.



The Formal Presentation of Brock's \$7.7 million MacKenzie Chown complex. Chairman of the Board Whiting Lathrop, President James Gibson and Architect Raymond Moriyama in 1978.

The St. Catharines Standard, St. Catharines, Ontario

The campus currently flows from east to west, but Finlay sees it growing to the south in a square-like fashion. "Eventually it will take on a town-like character," he says.

The current clean-line concrete buildings set in liberal greenery mark Brock's entrance to history. "There were enormous pressures to get the university underway," says James Gibson.

"The master plan conformed to the state of the art at that time."

The new buildings should enact a domino effect enabling other departments to fill vacated space and reduce crowding problems. The future growth of Brock University rests in large measure with a mission statement to be drafted next spring.

- Janice Paskey

BUILDING CHRONOLOGY

- Symphony House, 1937
- Barn, 1962
- Central Utilities Building, 1966
- Carpenter Shop, 1966
- Schmon Tower, 1967
- Electrical Shop, 1968
- Storage Building, 1968
- Thistle Complex, 1969
- College of Education, 1970
- DeCew Residences, 1970
- Alphié's Trough, 1971
- Physical Education Centre, 1973
- Greenhouse, 1984
- Student Village Townhouses, 1989
- Taro Building, 1991
- Student Centre, 1991

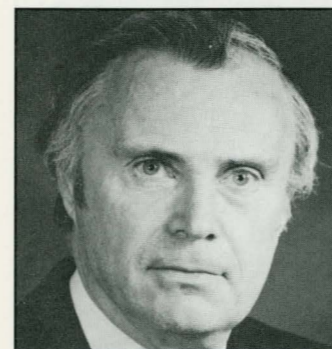


Alphié's Trough



The Growing Pains and Gains

Universities don't age the same as people. At 25, Brock University is still in its adolescence: no longer a "small" university, no longer an unknown, yet still confirming its identity and a comfortable niche in the university system. Brock's growing pains—and growing popularity—are evident in its crowded classrooms, its sometimes overextended faculty and staff, and the rough places on its landscape where new buildings are going up. Yet the University's gains are clearly visible, too, to those who have been watching these 25 years.



President Alan Earp guided the University for 14 years.

Divino Muccianite

Brock's first president, Dr. James Gibson, remembers that people in Niagara "saw the University as an opportunity." But people were also skeptical, he adds, because "they didn't



Students salute from DeCew Residence the home of students at Brock since 1970. The newly-built Student Village houses another 360 students to the south of the Physical Education Centre.

understand what a university was supposed to do. The most important single thing I did was to create an atmosphere in which my colleagues could work without capricious interference from

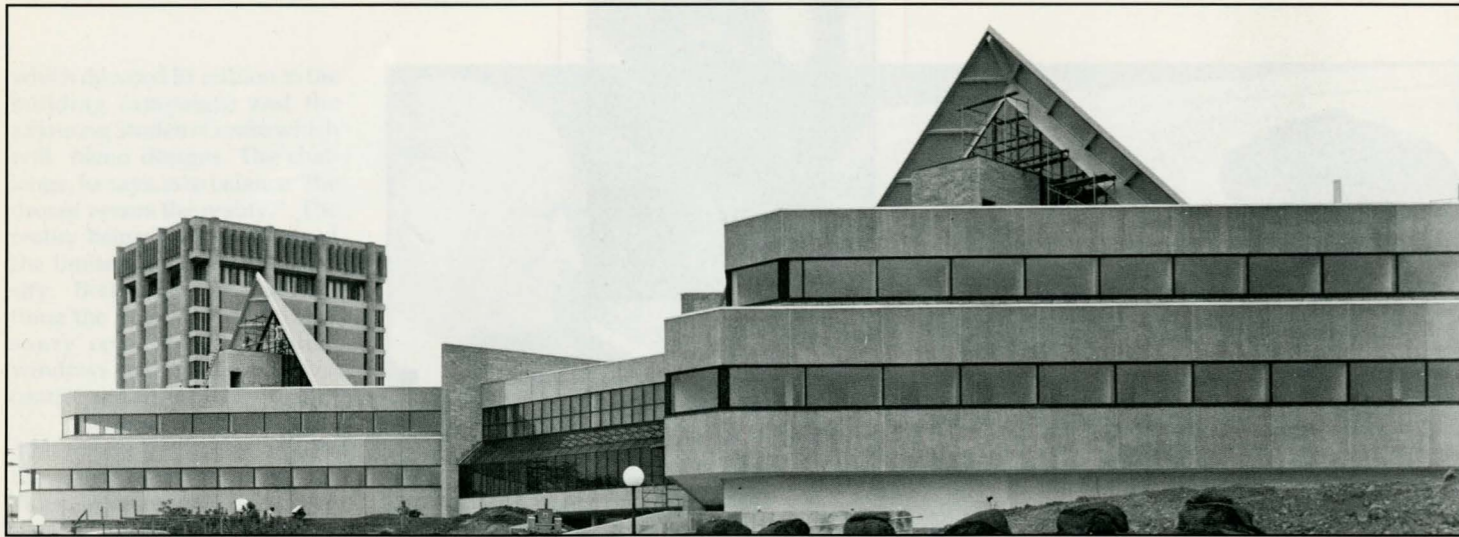
outside." In Gibson's view, credibility came first from the physical setting, then from the academic program.

"By the second year there were already 20 faculty mem-

bers, and academically it was a going concern."

Then, he says, came problems with government financing, problems of space and numbers and the way academic

Divino Muccianite



Mackenzie Chown Complex

programs were interconnected. These problems were facing every university in Canada at the time. But the public image

historian Hilda Neatby, Arthur John Montague and President of Waterloo Douglas Wright. Originally Brock had

divisions, when I mooted the idea in 1969, my first year as vice-president." But when St. Catharines Teachers' College joined the University in 1971, there were already 22 departments. The College had—by law—its own dean, which further weakened the resistance to decentralization. In 1974 Earp set up a task force to recommend changes to the academic administrative structure, and in 1975 the divisions of humanities, social sciences, and maths and sciences were created.

Vice-President Academic Bill Matheson, who served on the task force and was the first dean of social sciences, says it had become clear that decentralization was necessary. "Had we stayed with a single dean, he would have become more and more remote from everyone." Nor did Brock develop divisional rivalries, he adds. "The deans have always worked well together, and tended to take a university-wide perspective." This year the College of Education, the School of Administrative Studies, the School of Physical Education and Recreation, and the three divisions have all been renamed "Faculties," in an effort to clarify the academic structure.

In addition, the scope of Bill Matheson's position as vice-president has changed. He now has responsibility for most of the University's budget while the deans, the registrar and the librarian all report to him in addition to Dr. Allan Bennett, who has a one-year half-time appointment to the newly-created position of Associate Vice-Presi-

dent. Bennett will handle special tasks assigned to him by Matheson, including investigation of some areas of potential growth in the University.

By now the "honeymoon" is over for President Terry White. After a year in office, his hard work toward improving Brock's financial situation is paying off, and he has the University and the Niagara community involved in a planning exercise designed to produce a mission statement for the University. Not only students, faculty and staff, but also alumni, potential students, parents, school boards, professional associations, chambers of commerce and local industry unions are being asked their opinions of Brock and its potential for the future.

The balance between graduate and undergraduate education "is always the biggest problem," says Alan Earp.

"I don't think good undergraduate education can be achieved without having the sort of faculty that are wanting to get into graduate work." Nor does a university just "decide" to offer graduate studies. The process for approval in Ontario is quite extensive, explains Bill Matheson. "It's hard to get a favourable quality appraisal while maintaining the standard of undergraduate education, and then get funding approval." And you can't get funding if you're duplicating a program that's being offered elsewhere,

for which there isn't much demand. Brock currently offers graduate programs in biological sciences, chemistry, education, geological sciences, philosophy, physics, and politics.

Areas where Dr. Matheson sees potential growth include more co-op programs, a combined BSc/BEEd program to train teachers of science, a program designed for high school shop teachers, a pilot MEEd program for community college teachers, the burgeoning program for high school teachers of entrepreneurship, and a program for nurses. Matheson believes the need for a university nursing degree is the next wave in educational demand, much like the computer wave, and the teacher shortage that is just now cresting.

And how does a university find the money to catch that wave? For Ontario's university system, funding is inextricably tied to enrolment. Post-second-

dary education was expanding all over the province in the early 60s. Says Terry Varcoe, Vice-President Administration, "There were all sorts of people lined up to try to hire new university graduates. Canada student loans started in 1963 or 64, the first financial support being poured into the university system."

"It took \$6 million to start Brock University. The founding fund was extremely successful both regionally and nationally; banks and insurance companies made really good contributions," not to mention a million dollars in payroll deductions from individual workers in local industry.

"Not very far into the 1970s," Varcoe continues, "funding began to be squeezed, and full-time enrolment dropped. The bloom was off the idea of going to university. We had a long period of stability, where we really worked hard to

increase the enrolment. We used to take some kids with 58 percent averages. So many early grads had come to Brock after a failed attempt at another university—and done very well here—that people called Brock 'Last Chance U.'" The addition of the Teachers' College and an increase in part-time enrolment helped Brock financially through the 70s.

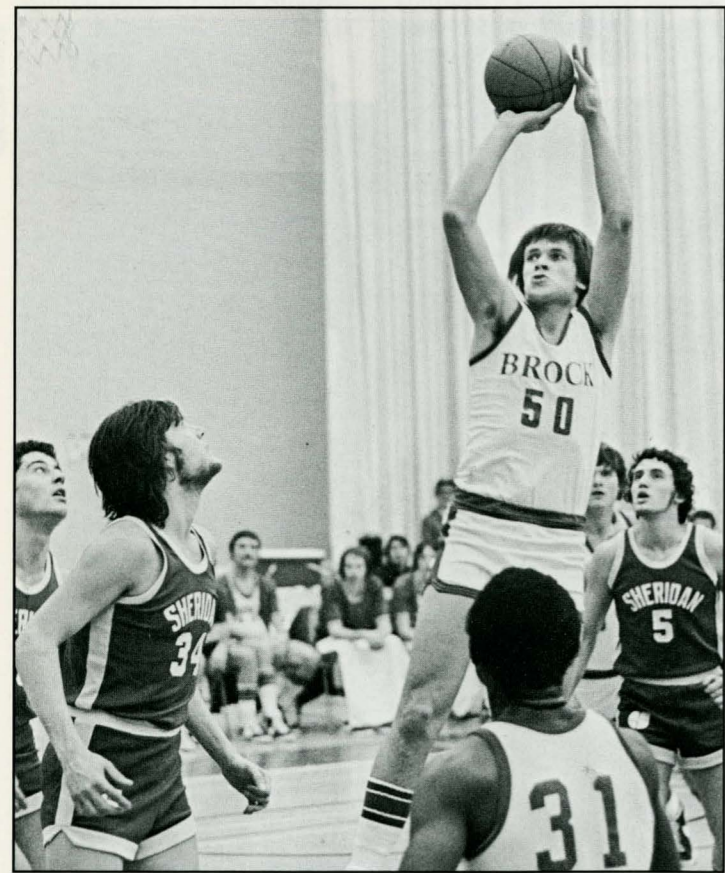
But the underfunding problems have continued. In the early 80s they were severe enough to provoke talk of Brock's closing. "We never believed any universities would be closed," says Terry Varcoe. And over the last five years, enrolments have increased beyond anyone's predictions, across the province. Brock's popularity, in particular, is increasing significantly; the University was first choice for 18.6 more incoming students than last year. In general, more high school graduates are attending univer-

sity, and especially more women. "The 1982 depression, or whatever you want to call it, started enrolments rising," says Varcoe. "The media were playing up the correlation between number of years of education and level of employment."

Funding has not kept pace with enrolments, however. Since the late 60s, Varcoe explains, the province has funded universities according to the "rolling average" formula, based on a university's average enrolment over a three-year period. A university gained or lost 50 percent of the difference between its enrolment in any particular year, and the average enrolment for the three years used to calculate its base enrolment. "As long as you were losing enrolment, you were protected," says Varcoe. But the "rolling average" was based on three years in the 1960s, so Brock's baseline was around 2,000 student units (a statistical figure the government arrived at by assigning a dollar "value" to the various categories of students—three year, honours, graduate, etc.). By the time Brock had 7,000 student units, it was funded for only 50 percent of the number over 2,000—that is, only 4,500 of the 7,000 student units were funded, even though Brock was providing the kind of accessibility to students the government wanted.

"Things have been slightly better over the last two years," Varcoe continues. "The province has offered full funding for additional students. For 1989-90 Brock got \$4 million in accessibility funding. The province has earmarked \$84 million in new money for this purpose, and another \$91 million over the next six years. We'll get a good chunk, but it still won't bring us into parity with our sister institutions. We'll probably still be behind by a couple of million."

Still, the University has managed quite well on a slim purse. Brock people take pride in their ability to cope with handicaps. Terry Varcoe gives two examples of what he calls "creative funding": the Brock Library's computer system was paid for by proceeds from its photocopiers; and the detection system at the Library door was



The St. Catharines Standard, St. Catharines, Ontario

Basketball Star Ken Murray (BPhEd '76) is now coaching at Brock.

of Brock University was growing, Gibson says, "and if it wasn't sensational, it was thoroughly reputable." He feels the ceremony and the pageantry of the first convocation, in 1967, set the seal on the University: the installation of the Chancellor and conferral of the first degrees, including honorary degrees to

only one dean of arts and sciences—Dr. Colin Flint. Now there are seven deans: administrative studies, education, humanities, mathematics and sciences, physical education, social sciences, and student services. Brock's second president, Dr. Alan Earp, says, "I can't help thinking of the resistance to



The St. Catharines Standard, St. Catharines, Ontario

Brock's first administration building was located at 15 Welland Ave. in St. Catharines.

paid for from overdue book fines. The University's residences are also partially self-funding. Revenue from conferences held on campus during the summer months helps to pay for their operation. The DeCew

into the air. Instead, they drenched passersby, so the fountains were removed. Also there was a reflecting pool around the base of the Tower; but the architects put the electrical substations right below it, with expan-

now grouped together to cut costs. Just after the new building was opened, enrolment in the sciences jumped.

James Gibson comments, "The campus looks better than I thought it would. I think I got lots of brownie points because of my concern for trees. There was a time when no tree could be touched without talking to me first."

"There is now a settled green look about the campus, a sense that the trees have been looked after, and that somebody cares about them."

And what of the people on campus? Gibson observes that "Students look much more sober than they did 25 years ago. They are neither more nor less able, but rather more determined to make careers for themselves." Of course, students no longer enter Brock with 58 percent averages. These days it's more like 70 percent. Perhaps they will seem less grimly determined when they have their own Centre on campus. The Centre should benefit students living off-campus as well as its 4,500 part-time students, who take over the campus at night.



Chair of Student Ambassadors Anne Hildebrand ran the '89 Shinerama campaign which netted \$10,000 for Cystic Fibrosis.

Dyano Mucciane

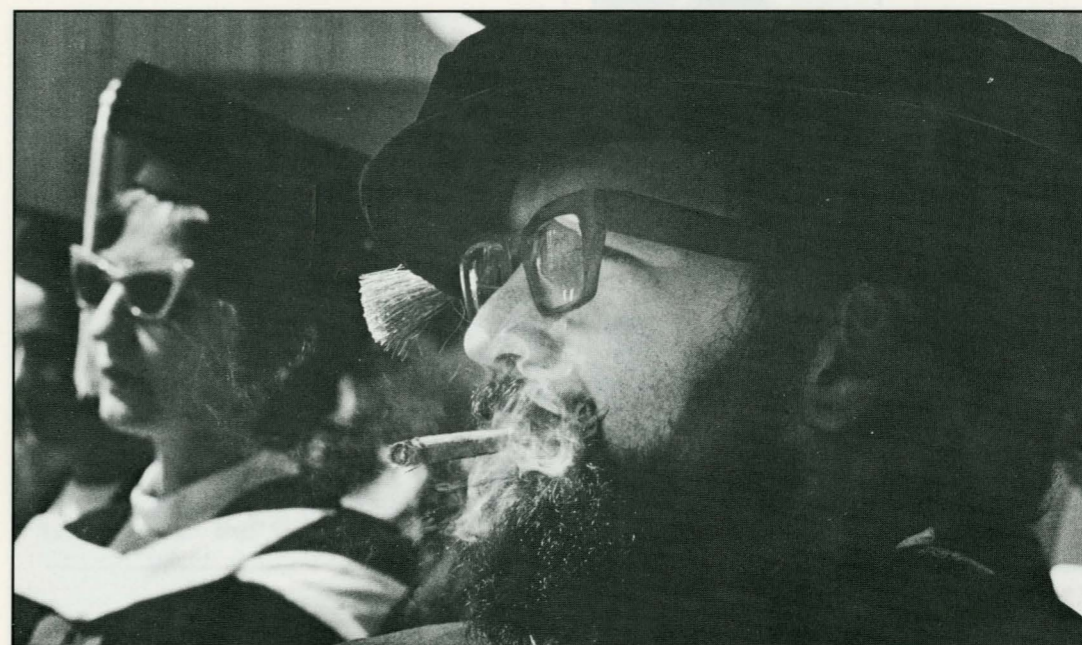
Bill Matheson, who came to Brock in 1969, remembers, "When I first began teaching in politics, I would have the same students for three years, and could follow their development. That doesn't often happen any more." Still, he argues, Brock has improved. "I don't think we've lost so much from the past. The departments work very hard to retain the sense of smallness."

Though everyone agrees on the central importance of first-rate undergraduate education for the individual student, Matheson explains, "When enrolment began to level off, the focus began to shift toward research. Also, I think it's a function of the maturing of our faculty. There is no doubt that we have become much more research conscious and demanding as a community, although we're frustrated in our research by lack of money and space."

While no amount of money is ever enough to fulfil

Brock's faculty has increased from 220 to 310 in the last four years. Vice-President Bill Matheson says the major divisional growth since 1975 has been in administrative studies, physical education and recreation, and education. The psychology, politics and economics departments have experienced substantial growth, says Matheson, "especially since we've gone for interdisciplinary programs. These will continue to grow in number, and some may eventually evolve into departmental status. They are the way of the future." Within the last year, Brock has created new BA programs in applied linguistics and health studies, and created a Bachelor of Accounting program that is the only one of its kind in Canada.

Listen to people chatting in the hallways, and you'll hear Brock old-timers mourn the loss of intimacy that goes along with this kind of growth. This is true not only for the old-timers—faculty and staff—but also for students, who once upon a time could count on having their seminar led by a faculty member. These days, there aren't quite enough faculty to go around. (Currently, the student-faculty ratio is about 19.5:1).



Former Prof. Maurice Yacowar was ahead of his time in smoking outside. Brock is now a smoke free campus indoors.

faculty dreams, Brock is doing very well indeed. (For example, research program grants to the sciences during 1988/89 totalled nearly \$1.9 million, an increase of 49 percent since 1984/85. Growth in grants to the social sciences and humanities is difficult to track because they are based on projects rather than programs.)

Yet concern over quality of instruction continues to run high. President Terry White wants to create a Centre for Instructional Development which would provide continuing support for professors seeking to improve their teaching skills. "There's widespread recognition among faculty of the need," says Matheson. University professors come to their jobs highly trained as scholars, but not as teachers.

For the University's many staff members, who keep day-to-day operations running, problems of administrative accessibility and communication are being addressed by the Faculty Board's Women's Issues Committee, now almost three years old. The Committee was created to help women achieve equal status with men at Brock, where female students outnumber males. Equity Coordinator Nina Slack says the numbers of women faculty have been creeping up over the last two years, while not much has changed

with staff. As of June 1989, 18.6 percent of full-time faculty were female. Of the full-time contract staff, 6.4 percent were female, while 52.3 percent of the full-time ongoing staff were female.

Prof. Meri Jean Morrisey-Clayton, founding chair of the

Committee, maintains, "Awareness of women's issues has increased tremendously over the last two years. People's consciousness is getting raised; and women's consciousness is getting raised, which is critical." The Women's Issues Committee now includes six faculty



Grad Darla MacLean, PhD, is now a professor of psychology at Brock, an NSERC grantee, and head of the infant research centre. Her Brock degrees are BA, English '70, Teacher's Certificate '71, BA, philosophy '73. Others include an MA from Central Michigan and a PhD from the University of Maryland.

The St. Catharines Standard, St. Catharines, Ontario

Dyano Mucciane

members, clerical and administrative staff representatives, the University's Equity Coordinator, a representative from CUPE, and the BUSU (Brock University Student Union) Women's Issues Coordinator. The Committee's focus this year has been on starting up a Staff Subcommittee to represent staff on employment issues.

On the Committee's faculty side, Profs. Rod Church and Roberta Robb have presented to the BUFA (Brock University Faculty Association) Status of Women Committee a proposal for procedures to increase the proportion of female faculty. It will go next to the joint committee on the Administration of the Agreement.

Like an adolescent, Brock cannot go back 20 or 25 years and be small again. It must live through the growth spurts and problems that go with this age, before finding its real identity. And to a university made up of many individuals with different points of view, the challenge is all the greater.

So what is Brock University in its 25th year? Having given the question much thought during his term as President, Alan Earp admits, "It's easier to say what Brock isn't: not the Oxbridge of Canada, as Trent University set out to be; not a specialized university; Brock has no 'flagship' discipline, although a number of its departments are highly regarded." Perhaps the forthcoming mission statement will help to confirm a distinctive role for the University.

Says James Gibson, "I've always been impressed by the numbers of people graduating from Brock who were the first in their family to graduate from a university. But it wasn't long before Brock became much more than a local or even a regional university. People are coming from all over Canada, and even from abroad."

Gazing into the future, he concludes, "My one wish for Brock is academic excellence, learning for its own sake—keeping a sense of wonder about the whole learning process."

- Leila Lustig

President Gibson oversees development.

residence cost \$7,000 per bed, while the new townhouses cost \$25,000 per bed. Student townhouse residents will pay \$275 per month plus utilities. "We just break even on residences," says Varcoe.

In addition to the new Student Village residence and the Taro Building, a Student Centre will be going up, funded by a self-imposed student levy. The face of Brock will change significantly. Gone will be the long ramp leading up to the Schmon Tower, which, says Prof. Jack Miller—Chair of Brock's Campus Development Committee and a long-time participant in campus planning—was supposed to "tie the building to the earth." Miller wonders whether the Tower will float away when the ramp is gone.

"The original master-plan assumed Brock would have 20,000 students by 1975," he remembers. "It called for faculty housing running down the face of the escarpment, and residences widely scattered around the campus. But having buildings that far apart just wouldn't work on this site. The architects didn't take into account the strength of the wind up here. For example, originally there were two fountains flanking the entrance to the Tower that were designed to spray water high



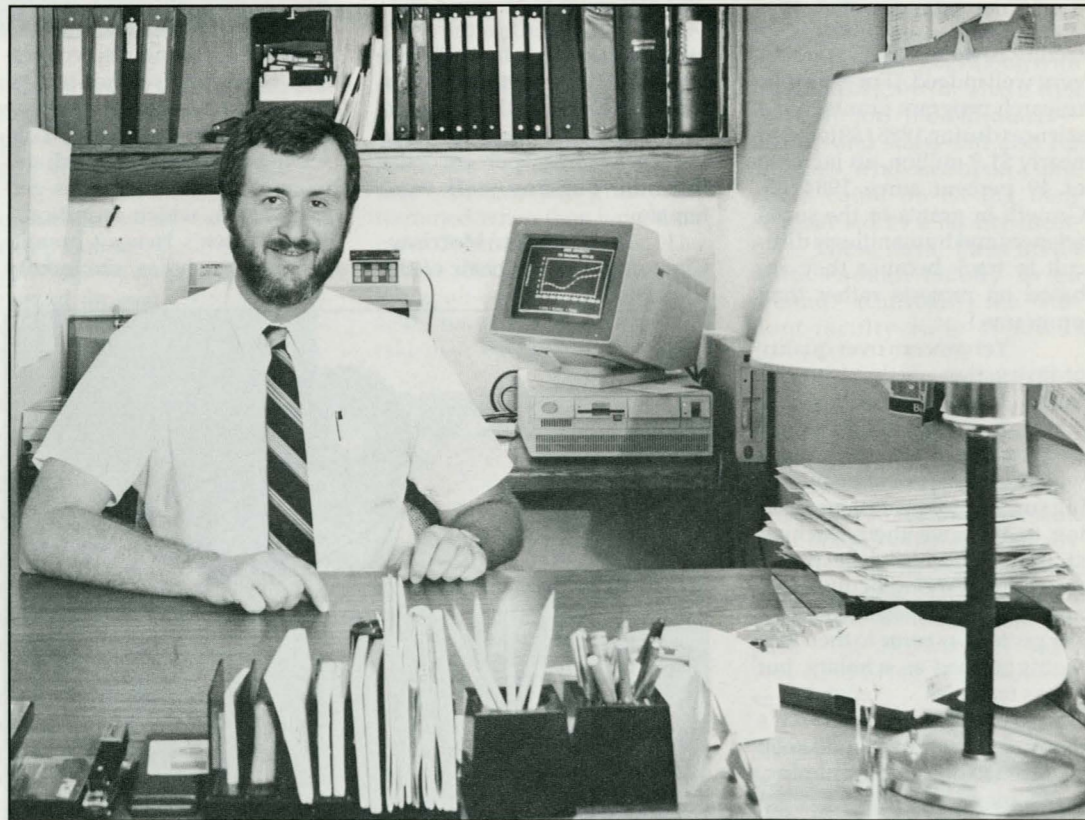
60s, 70s & 80s Alumni Through the Decades

The 60s

Lester B. & Pierre T. It was during the decade of these two Canadian Prime Ministers that Brock burst onto the scene—a testament to the economic health of the 60s, and to the ensuing desire of more Canadians, including those in Niagara, for university education.

Owing to good timing, Brock's first crop of students experienced one of the most exciting times in student history—the 60s and the penchant of student radicals to effect change. According to Brock alumni from the 60s it was an exciting time; the wide world seemed open to exploration and change and anything was possible, even a walk on the moon.

Among those students was Patrick Beard, (BA, '70; MA, '81) student council president of 1969, who told *The Standard* he stood for scrapping of exams to let students study what they want, for equal power of students with administration and effective student representation on all decision-making bodies. As well, his ideology was "left wing liberal". The first issue his council dealt with concerned rising beer prices at The Mansion House in downtown St. Catharines. The students pro-



Pat Beard in his office at Brock University.

tested; the prices remained unchanged.

Today Beard, at 41, concedes he is a "small l" liberal and legitimately occupies the Brock president's office as University Secretary. His role is to provide support to the Board of Trustees and the Senate and to facilitate the work of the University.

He had wanted to be a high school history teacher, but student politics and an offer from then President Alan Earp to work as assistant to Dean Colin Plint re-routed his ambitions. "I deliberately decided to make University administration my career, both my professional and academic interest." He is married to Lynda Fanning (BA

'69), has two children and says he's found what he's looking for. "I have an interesting job and I'm involved in senior decision-making."

Ironically, Beard's success was also a sign of the times. His sub 60 percent Grade 13 marks could not gain him entrance to arts at Brock today or even to Carleton—the two uni-

Dyano Macciarone



Philip Beaudoin at the Midland Doherty Offices.

versities which accepted him, he mentions unashfully. "I think marks are only a rough indicator of university success; it's a much different environment," he comments. "But I think if I had needed higher marks I would have gotten them."

The 60s, with its opportunity, was also kind to grad Philip Beaudoin, (BA, politics '67). At 44, he occupies (11 hours a day) a corner office high above King St. in downtown Toronto. As Sr. VP and Director with Midland Doherty Limited, Beaudoin says he's content: there's always action and he's fulfilling his desire "to have fun and money."

He oversees about 50 staff in the company's institutional department. A business degree, however, is not necessary to make it in the financial world, Beaudoin believes. "University business schools have done a job on their graduates. They do case studies where they are making decisions as chairman of the board. Let's face it. Most will never be chairman of the board."

His business career was prefaced with a Brock politics degree and membership in the



Elaine Herzog

University's first graduating class. Beaudoin's mother was friend of Queenston lawyer W.S. Martin who was a Founding Fund Board member and recommended the University for her son. A quarter of a century later he comments, "I liked Brock. It was very unusual, really exciting because the University didn't yet have firm ideas so it had no historical baggage." He says one thing Brock did right was to hire good people, and cites politics profs. Bill Hull and Gerry Dirks. To Beaudoin, the boss, a university degree indicates a person has some degree of discipline but other than that: "To succeed it's necessary to come in, put your head down, and work like a dog."

Putting in long hours doesn't allow for many holidays. Off-hours are spent at a country place in Caledon. He remains unmarried but is close to the daughters of a former girlfriend.

The 70s

If you ask grad Derrick Toth (BA, English '79), the 70s meant studying English at Brock, working the grounds crew, and playing Bob Seger at the Queensway in downtown St. Catharines. Reflecting on the 70s, he recalls the popularity of business education was rapidly increasing while he pursued his interests—literature, music and theatre—with little desire that "course A plus course A equals job B". Today at 32, he is a reporter/editor with Canadian Press in Halifax.

"I'm extremely satisfied with what I'm doing. It never gets monotonous," he said recently in a telephone interview. Included in his duties are both print and broadcast journalism. And although all reporters are generalists, he is often recruited for his speciality—arts reporting.

Toth's father was the head of music at Sir Winston Churchill Sec. School in St. Catharines and his mother, Edith, is payroll supervisor at Brock. He decided to attend the University of Western Ontario to experience living away from home, but found the classes too big and professors inaccessible.

Paul Lawrence



Tim Welch with boss Bob Rae, leader of the Ontario NDP

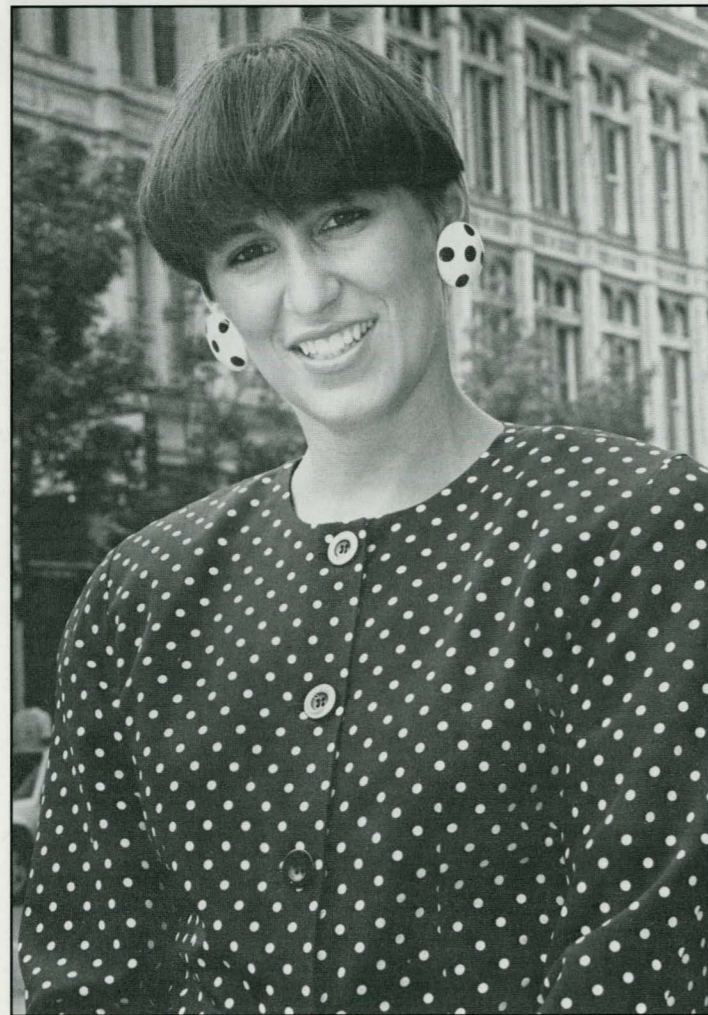
He switched to Brock amid "gales of laughter" from those he told of the impending switch.

"That type of mentality didn't bother me at all. I thought Brock was better value for the money.

The professors' doors were always open. For an undergraduate degree, you couldn't find a better place than Brock," he comments. In fact, English professor Lachlan MacRae refused to mark Toth's papers until he dropped the "purple prose" and wrote in a straightforward manner.

"He helped me immensely," Toth says. He never assumed his English degree would lead to a job, and it didn't. He enrolled in Ryerson's journalism program and badgered Canadian Press until he was hired. A journalism degree, he says, opened doors to working in the field.

Now living in Halifax with his girlfriend, Toth is content with the comfortable environment and his position with Canada's national wire service. He regrets not being able to participate in theatre and musical groups owing to the erratic hours of his profession but finds the Halifax environment a comfortable one. People on the



Laurie MacLean

east coast are friendly. That's a cliché, he concedes "but it's a cliché for a reason." Toth is not planning any career moves but says a national entertainment reporting job with CP is an option he'd consider—even if it meant relocating to Toronto.

Willing to make the move and newly transplanted to Toronto is fellow 70s grad Elaine Herzog (BA, '75, history) who was married last summer to longtime friend Al Schecter. The St. Catharines resident felt St. Catharines was empty; her husband Len had died and her four children were away in Toronto and California. She decided to take up a new life near two of her children, and found herself engaged as well. She left with a lifetime of memories: raising a family, working as an investment executive, serving as a regional councillor, and earning a degree over 11 years at Brock University.

Herzog began in the University's first class as a 31-year-old mother of four. The newly-opened University presented an opportunity for learning; there were no career plans. She had years earlier been "relieved" of her job with a St. Catharines credit company at the sign of her first pregnancy. In the 11 years she spent at Brock, women became a more potent force in the work place and Herzog, a transplanted New Yorker, learned more about her adopted country.

"Canadian history courses at Brock, which I took and later taught, were to result in a major turning point in my life. The program was my first serious intellectual exposure to the country in which I had been a landed immigrant," she recently wrote.

She describes the first years at Brock as "intimate" and "tender" and found herself urged on by history professor Bill Ormsby and English professor Michael Hornyansky to improve her analytical, presentation and writing skills.

Her abbreviated career was reactivated in the 80s when she went to work for Dominion Securities; as well she held elected office and even made a bid for provincial office. Now 56, Herzog says her days selling investments are over, but the

desire to learn remains unquelled. The anticipated endeavour? Drafting. "I sometimes gaze at bridges or room designs and feel the urge to create," she said recently.

The 80s

A major recession gives way to economic boom; university students flock to business education in unprecedented numbers. An increase in women university students evens the ratio with men. University students are described by their professors as "career-oriented" and they have serious doubts about achieving the same economic status as their parents.

Graduating from Brock into the 80s were Laurie MacLean (BAdmin '85) and Tim Welch (BA, '82). Both work in the nation's most prosperous centre—Toronto. Both say they are working in the field of their choice and are doing work related to their degree.

Welch, 28, is a Research Associate with the Ontario New Democratic Party at Queen's Park. For five years, he has been one of eight to 10 who keep the party leader and members briefed on policy issues. His specialty is housing and the intent of his group, he says, is to raise cases in the legislature which will improve legislation.

The position is directly suited to his interests but it wasn't plotted that way.

"At university I wasn't focused on particular career goals. I wanted to pick up as much knowledge as possible and hoped things would sort themselves out along the way."

Welch was drawn to the NDP as a teenager because its policy positions seemed "more fair." At Brock he was president of the campus NDP for three years, went to Carleton for an MA in politics and was chosen for the Ontario Legislature Internship Program. The NDP ideology which champions social programs and a large role for government is, disputedly, contrary to the hallmark of the 80s—conservatism. Welch argues his party's ideology is not

dismissed in the 80s. "I think the 80s are overlaid as being conservative and money-oriented. I don't think the conservative ideology is dominant. For instance, there is a wide consensus in Ontario that health care should not be privatized. It's considered a sacred trust. In Canada, there are never huge ideological swings one way or the other."

After five years he has managed to avoid the Queen's Park burn out, and for now there are no plans for change. He and wife Sheri Gascho (BA, BEd '84) are expecting their first child in November. She will take one year off teaching and Welch hopes to work part-time during the second.

Fellow 80s graduate, Laurie MacLean (BAdmin '85) is also making a name for herself in Toronto. As accounts supervisor for Toronto Life Fashion magazine (circ. 150,000) the Oshawa native is responsible for soliciting national advertising and keeping current on clothes and cosmetics trends. The job sees her researching companies, meeting clients and attending fashion shows and store openings.

"I love my job," she says unequivocally. "I've always been interested in fashion and always liked to look good and dress well. This job allows me to work at something that personally interests me."

However, when MacLean, now 26, graduated from Brock's BAdmin program she avoided the fashion industry because "it was the typical female thing to do." Instead she started working as a media buyer for Foster Advertising at what she's sure was the lowest salary of anyone in her graduating class. The lean years in Toronto grew less so as she progressed from account executive at *The Toronto Business Journal* to help launch Creed's magazine and finally to Toronto Life Fashion. In each case, maintaining contacts in the industry opened doors for an interview.

"Knowing somebody doesn't get you the job, but it gets you the opportunity for an interview," she comments.

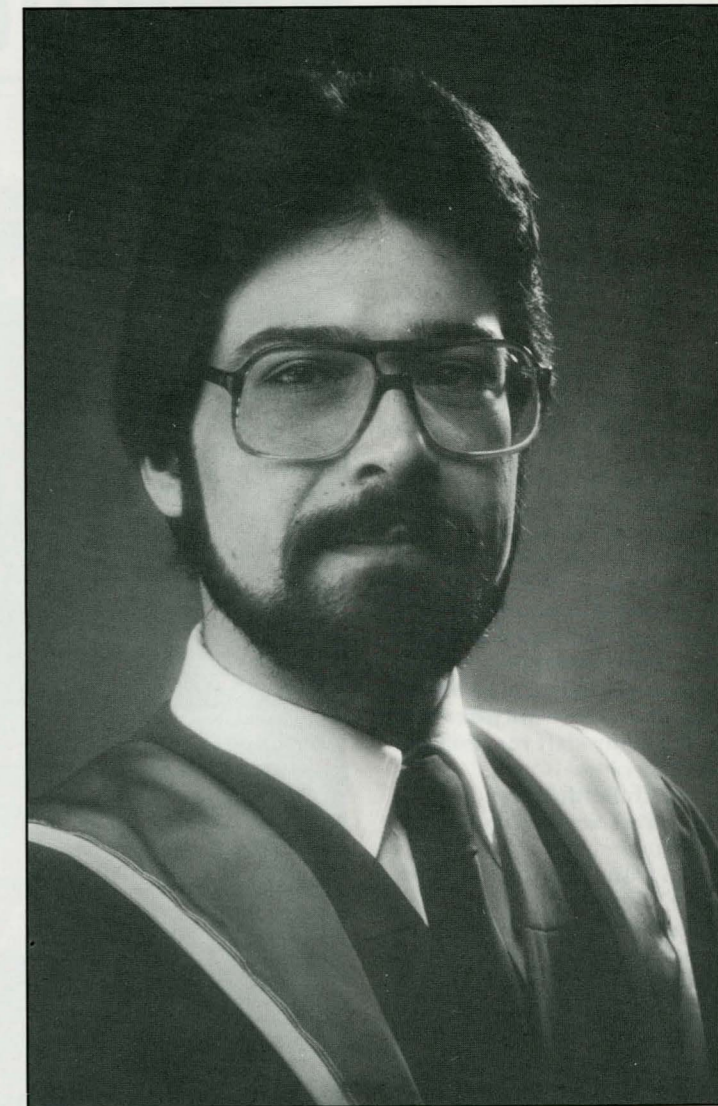
MacLean says she views money as important to survive (she is single and shares a downtown Toronto apartment with a friend) but "my main goal is to continue to do what I like to do." For MacLean, fashion is far from frivolous. "Everybody wears clothes and everybody likes to look good," she says.

For her, a sense of personal style can reflect the culture and attitude of the 80s. In her view, people have become increasingly busy and lifestyles are cluttered. In turn, fashion mirrors a desire for a "comfort

zone." She sees a return to well-made classic clothes with simple lines while beauty regimes focus on the basics of skin care and champion a few basic products.

Off-hours include spending time with friends and summer weekends at her family's cottage. Holidays are infrequent because of her production schedule. "My mind is always on my job," says this graduate of the 80s.

-Janice Paskey



Derrick Toth



Silver Anniversary Employees

Brock is the ninth largest employer in the Niagara Region with 689 full time and 1,200 part time employees as of July 1, '89. In addition to the teaching faculty, there are others active in university administration—those who ensure students are registered, housed, and counselled, those who ensure University activities are promoted and athletic activity and competition are properly arranged. Yet others strive to stretch the university's budget and resources in the most creative way. These are just a few of the many staff functions.

Edith Toth,
Payroll Supervisor

"The reason I've been here 25 years is that it's been so interesting," says Edith Toth who has worked at Brock since classes were first held at St. Paul Street United Church. Through the years, she has set up Brock's payroll system, kept up with changes in technology and the myriad of government payroll changes.

Her career at Brock began with a proximal tug. She and her husband, John, (violinist and head of music at Sir Winston Secondary School in St. Catharines) had moved to lower Glenridge area of St. Catharines



10th anniversary dinner - Ed. Mirenyck, Michael Hornyansky, Edith Toth, Ray Woodfield, James A. Gibson; President, Harry Laird, Jenny Gurski, Wm. Ormsby, Ed Mitchelson, Juan Fernandez, Roger Reynolds.



25th Anniversary Employees in '89 - Manager of Clerical Services Jenny Gurski, Supervisor of Machine Shop Tony Biernacki (25 years in '90) Payroll Supervisor Edith Toth, and Assistant Registrar Roger Reynolds.

and she thought it would be great to be close to work. Edith knew Brock was to be built on top of the escarpment and applied for a position. First hired as a receptionist, she also took on switchboard duties. One day her supervisor, Brock's Vice President of Administration Terry Varcoe asked what she had done for her previous employer, ETF Tools.

"Payroll," she replied and the job was hers—and still is. Since then Edith's jurisdiction has grown to the supervision of two who issue cheques to 2,500 on Brock's payroll. (Her son, Derrick, graduated with a degree in English and works for the Canadian Press in Halifax, see alumni story in this issue.)

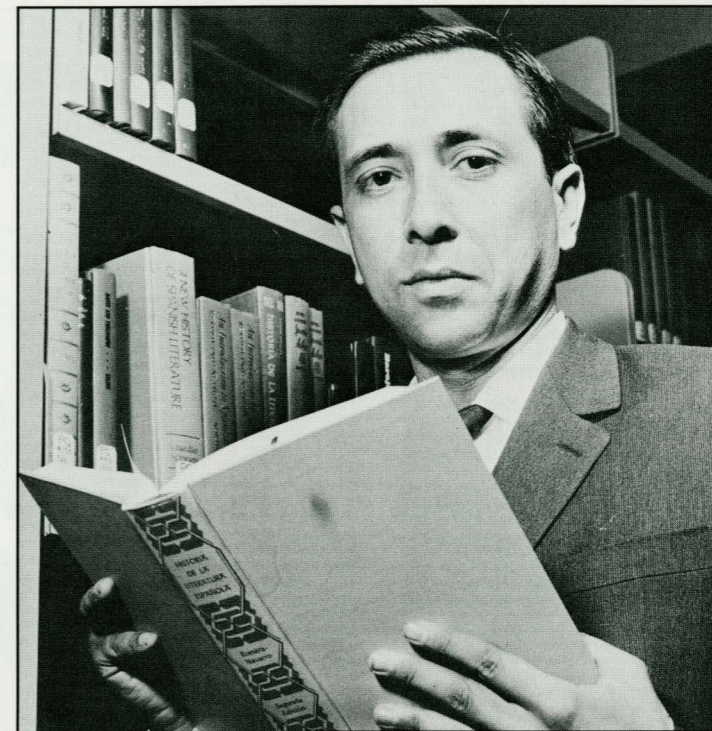
"Brock has been a great place to work, and has been a fair employer. There's a family atmosphere here."

Juan Fernandez,
Len D, (Madrid),
MA (Buffalo)

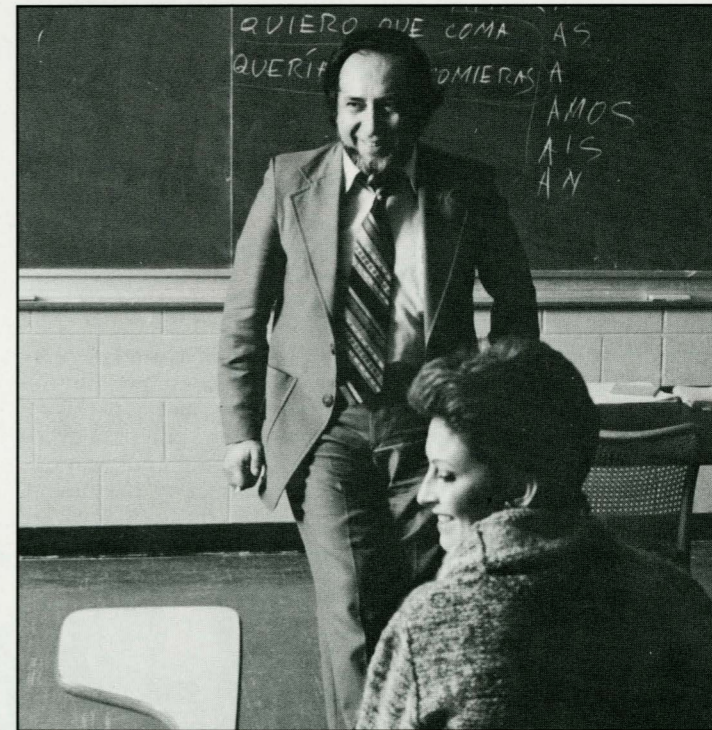
Associate Professor, Spanish

It was his first hour in Canada. Juan Fernandez was 33, a Spanish national, and newly-appointed professor at Brock University. But there was a problem. The Canada Customs officers at the Toronto airport looked at him with disdain. "There is no such place as Brock University," he was told. A few phone calls later, they admitted, "Well, you learn something new everyday."

"Brock University was not very much known at the time," Prof. Fernandez said recently in classic understatement. From his office on the eleventh floor of the Schmon Tower, he recounts how he came to be at Brock. He was teaching English at a United States naval base in Madrid, and wanted to leave Spain because of the dictatorial rule of General Francisco Franco. Fernandez placed an advertisement in the Canadian university bulletin offering his services, and was hired by Brock President James Gibson. Sorting through the bureaucratic immigration details was another story. After repeated efforts to obtain a visa, Fernandez was told by Canadian Embassy staff that he could go to Canada; he was to leave that night. "Just



Juan Fernandez in '65.



Prof. Fernandez in the 80s

tell your president to stop phoning our ambassador," he was told by a harried official. Prof. Fernandez left immediately, and later sent for his wife, Hortensia, to come to Canada after he married her by proxy. Today, they have two sons (John, 24, is a politics major at Brock) and live in St. Catharines.

"I have never had any desire to move to another university or go back to Spain. This is home forever."

Michael Hornyansky
BA (Toronto), MA (Oxford)
Professor, English Language
and Literature

His students call him "The Horn," and for 25 years he's been teaching English and attempting to hone the critical skills of his students.

"Thinking is the only way to avoid the swindlers—and it isn't foolproof because some of the swindlers think too," he told a graduating highschool class soon after he arrived in St. Catharines.

"Nowadays all the talk is about leadership—none of it about how to follow intelligently."

As reported in *The Standard*, he continued his commentary at a November '66 commencement at Grantham High School. "The chances are you are all lazy, egotistical finks," said Michael Hornyansky. The "big question" for the grads, he said, was "Can you go it alone? If you can then you won't need anyone to sell it to you."

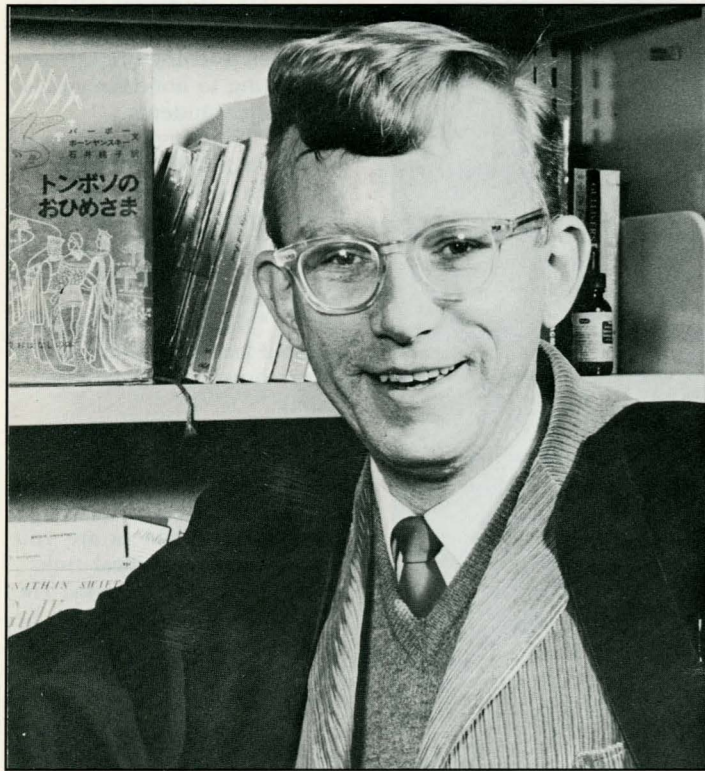
Jenny Gurski,
Supervisor, Clerical Services

Brock has its own internal temporary agency and it's known as Clerical Services. At its head is 25-year employee Jenny Gurski who is responsible for managing a staff of 14 to 18 women who are on call and keep the University running smoothly in event of sickness, maternity leave or leave of absence.

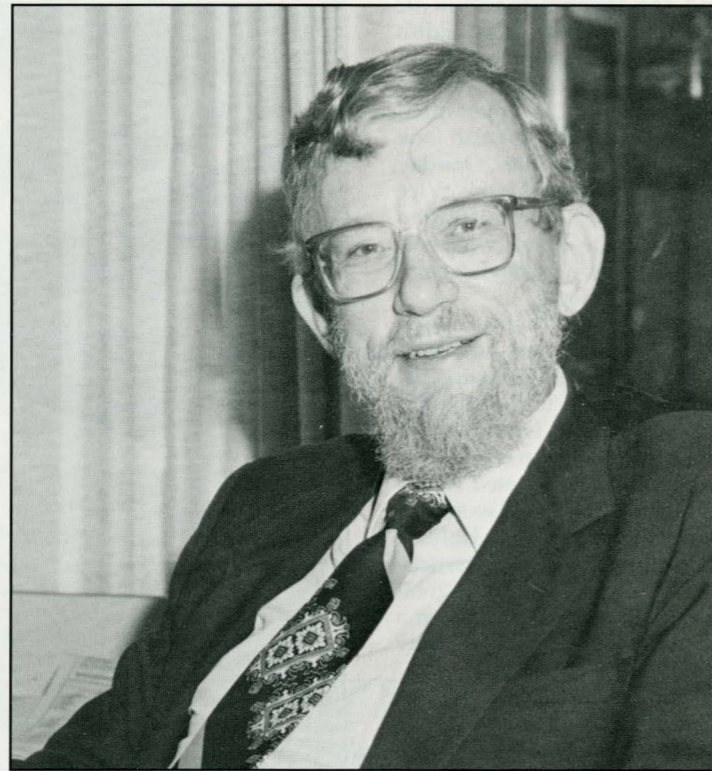
"Clerical services has an important role in providing secretarial replacement within the University so that departments keep functioning without delay or setback," Jenny says. "The women learn the University from the ground up and many are hired on a full-time basis when positions arise."

Jenny originally came to Brock from the St. Catharines Chamber of Commerce where she was a dictatypist. "I wanted a change," she says as reason for applying to Brock. As with all beginning employees, she "did just about everything" from aiding in public relations, student awards and admissions.

She has served as supervisor of clerical services since



The St. Catharines Standard, St. Catharines, Ontario



Divino Macchiante

Michael Hornyansky in the 60s

Prof. Hornyansky in '89

1974, and finds challenges in nurturing her employees and seeing them grow within the University. As well, she strives to ensure there is a good fit between a University department's environment and the personality and skills of the temporary replacement.

Roger Reynolds,
Assistant Registrar

"We had a feeling something great and wonderful was going to happen," says Roger Reynolds of his initial years at Brock. "The University was new and exciting. There were predictions of 5,000 students by '68." Roger arrived on the scene as a 20-year-old, hired to run an offset press located in the basement of Brock's first administrative building—a rambling old house at 15 Welland Street. But nothing was perfect. The library books stored in bedrooms caused the floors to sink. Staff transported them to the new Glenridge campus in the trunks of their cars.

"Everybody did everything in those days," Roger recalls. When a new 400 lb. press arrived, all able-bodied men—including then President James Gibson—rolled up their sleeves

to move it into the house. "He was right in the middle of it. That's the kind of leadership he showed."

Roger was a self-proclaimed "techy," a technical student who was more interested in machinery than matters of the mind. He moved through the Brock ranks to become manager of the print shop and also began to take University courses in administration and politics. In 1982, he became part-time programs officer and has since advanced to the position of assistant registrar which sees him involved in administering

part-time programs, registration, academic counselling, convocation, student orientation, scholarships, and the University calendars.

"It just proves that universities fulfil more than one function. Although I was machine-centred, the University allowed me to expand and discover other talents and interests."

"I think as student/employee I have more empathy for the students and what they experience on campus; I don't know if I would approach my job the same way if I hadn't

taken classes," Reynolds says. His nighttime academic sojourns paid off in a greater personal sense. He is married to a woman he met in a night class, Eileen Stanley Reynolds, who graduated from Brock in spring '89. Reynolds, meanwhile, is finishing one credit and expects to graduate in spring '90.

Twenty-five years is a long time in one place, Roger agrees. "I guess I like the people here. I've enjoyed seeing what the University does for the community."

-Janice Paskey

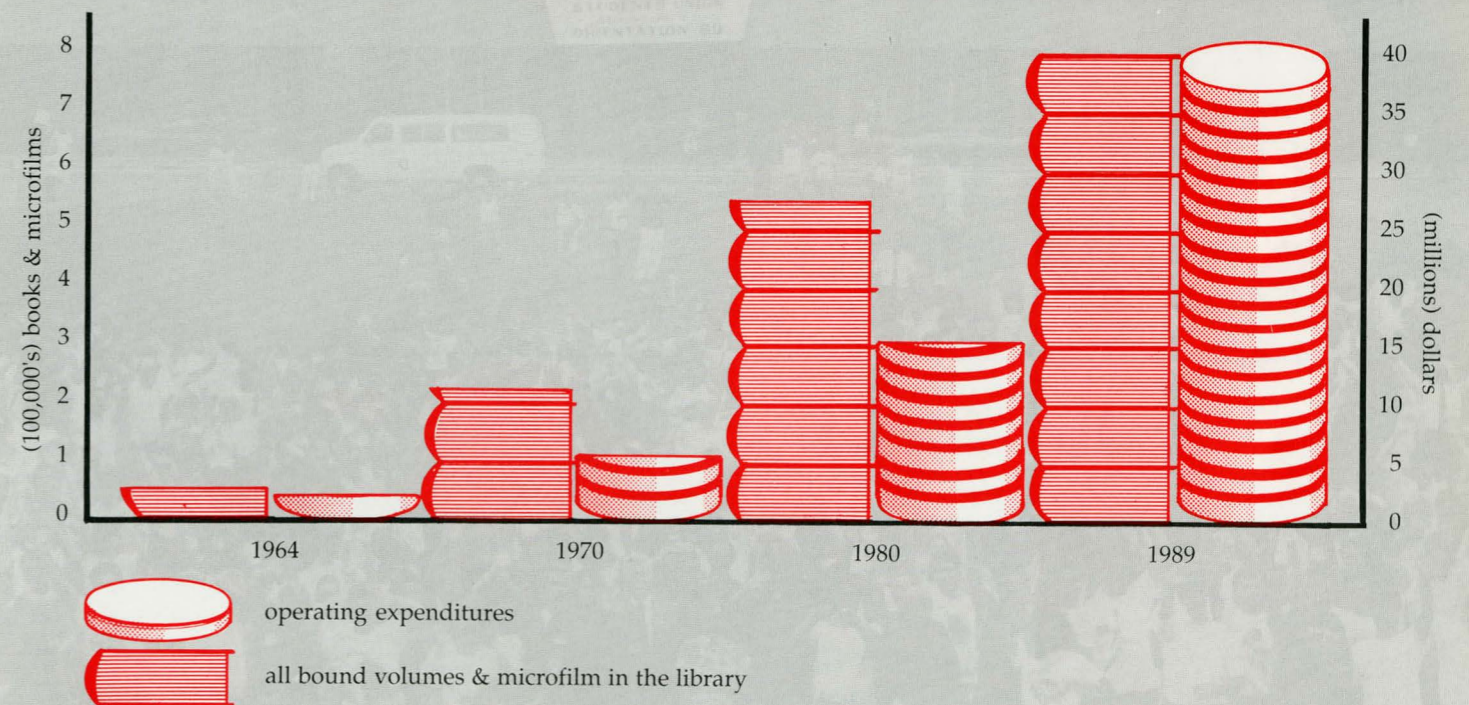


Glenridge Campus - Administrative Offices (Oct. 13/67) l to r - Elizabeth Koschok, Roger Reynolds, Edith Toth, Jean Zurovski, Jenny Gurski, Ed Mitchelson, Ruth Urbanic, and Jennie Balasak.

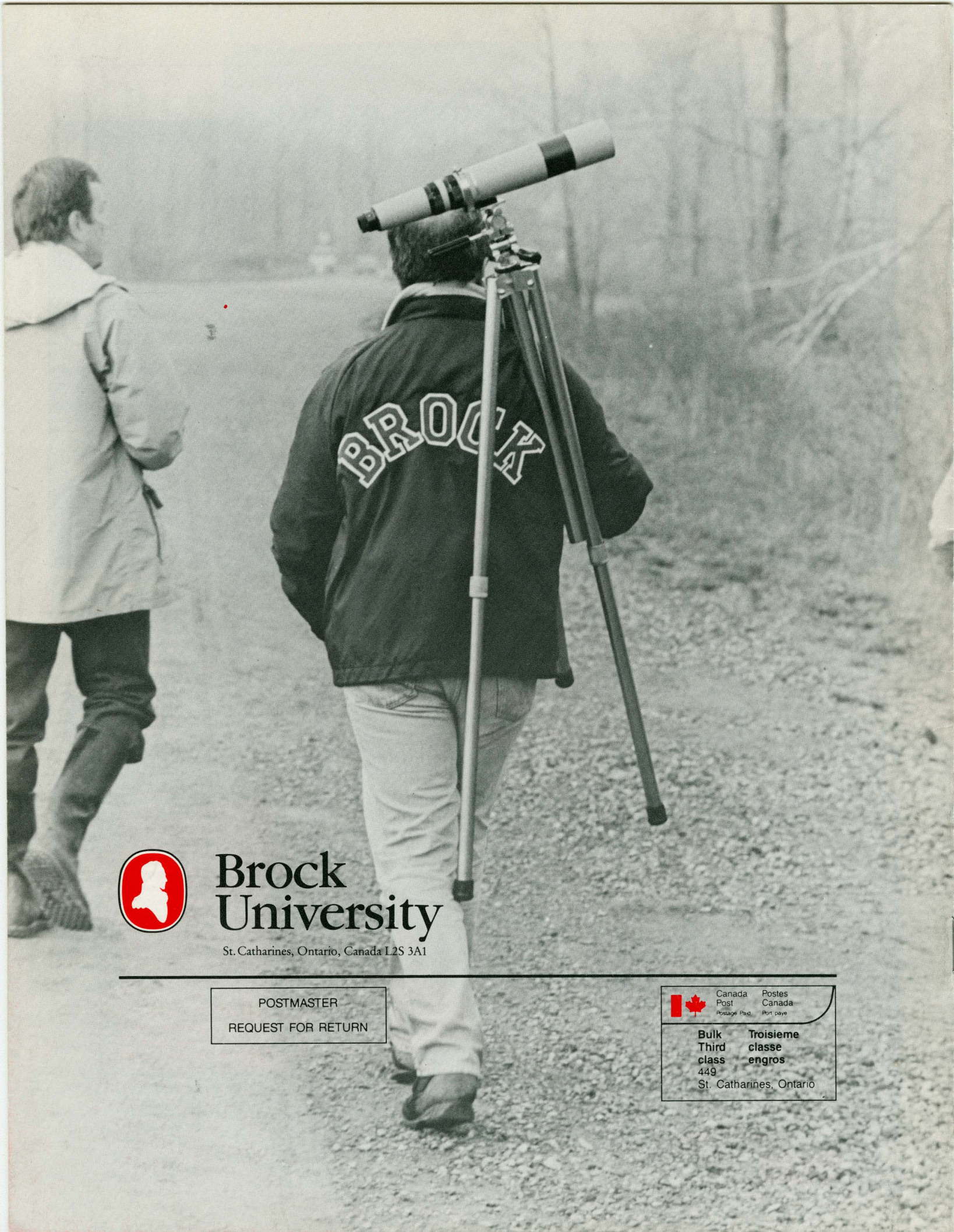
The Numbers of Brock



- # of full-time students
- # of part-time students
- # of full-time faculty
- # of full-time staff
- # of part-time faculty & staff




- operating expenditures
- all bound volumes & microfilm in the library



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